ORDER



Orders

Order / Rev:

37575

Alt Order #:

08879973

Product Desc:

Issue

Estimate:

2029

Flight Dates:

10/16/12 - 10/27/12

Original Date / Rev:

GENERAL

Order Type:

10/11/12 / 10/17/12

KLAS

Primary AE:

Sales Office:

Sales Region:

K-WAS National

Mike Jones

Agency

Name:

Waterfront Strategies

Buying Contact:

Billing Contact:

1010 Wisconsin Avenue

Washington, DC 20007

Billing Cycle:

Billing Calendar:

Billing Type:

Broadcast EOM/EOC

Agency Commission:

15%

Cash

Advertiser

Name:

Patriot Majority

Demographic: Product Codes:

Revenue Codes:

A35+

PO4

LV1

New Business Thru:

Order Separation:

00:15:00

Priority:

AGY, POL, ISS

Advertiser External ID: Agency External ID:

Bill Plan

Start Date End Date # Spots Gross Amount Net Amount \$225,887.50 10/01/12 10/27/12 \$265,750.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating 0.00	
October 2012	57	\$265,750.00	\$225,887.50		
Totals	57	\$265,750.00	\$225,887.50	0.00	

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %	
Mike Jones			Start Of Order - End Of Order	100%	

Order Share	Share	Total \$265,750.00		
KLAS	30%			
Market	100%	\$885,833.33		

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$221,458.33
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$44,291.67
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	8	10/22/12	10/22/12	8 News Now 6a M-F	CM	6-7a	M	:30	1	\$3,000.00LV1	0.00 NM	1	\$3,000.00
				8 News Now 6a M-F									
	8 NEW	S NOW AT	5-7AM								1		
	Sta	rt Date	End Date	Weekdays Spo	ots/Week	Rate	Rating						
V	Veek: 10/	16/12	10/22/12	M	1	\$3,000.00	0.00						
E 2	8	10/23/12	10/27/12	8 News Now 6a M-F	СМ	6-7a	MTWTF	:30	3	\$3,000.00LV1	0.00 NM	3	\$9,000.00
				8 News Now 6a M-F									

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KLAS

Order / Rev: 37575

08879973

Advertiser:

Patriot Majority

Alt Order #:

----s-

10/28/12

Week: 10/22/12

Product Desc:

Issue

10/16/12 - 10/27/12 2029 Flight Dates: Estimate: Ln Ch Start End Inventory Code Start/End Time Days Break Len Spots Rate Pri Rtg Type Spots Amount 8 NEWS NOW AT 5-7AM **End Date** <u>Weekdays</u> Spots/Week Start Date <u>Rate</u> Rating Week: 10/23/12 10/29/12 -TWTF--\$3,000.00 3 0.00 E 5 10/22/12 10/22/12 CBS This Morning 7-9a CM 7-9a M----:30 1 \$3,000.00LV1 0.00 NM \$3,000.00 **CBS This Morning CBS THIS MORNING** Spots/Week Start Date **End Date Weekdays** Rate Rating Week: 10/16/12 10/22/12 \$3,000.00 0.00 E 6 10/23/12 10/27/12 CBS This Morning 7-9a CM MTWTF--7-9a :30 2 \$3,000.00LV1 0.00 NM 2 \$6,000.00 **CBS This Morning CBS THIS MORNING** Start Date **End Date** Weekdays Spots/Week Rate Rating -TWTF--10/29/12 2 \$3,000.00 0.00 Week: 10/23/12 1 \$1,500.00LV1 0.00 NM 10/21/12 10/27/12 8 News Now Sun AM #1CM 8 News Now Sun A----S :30 \$1,500.00 8 News Now Sun AM #1 Start Date **End Date Weekdays** Spots/Week Rate Rating ----S Week: 10/15/12 10/21/12 \$1,500.00 0.00 10/28/12 \$0.00 0.00 Week: 10/22/12 n 10/16/12 10/27/12 Live w/Kelly СМ 9-10a MTWTF--:30 3 \$2,000.00LV1 0.00 NM \$12,000.00 E 10 8 Live w/Kelly LIVE! WITH KELLY Start Date **End Date** Weekdays Spots/Week Rating Rate MTWTF--Week: 10/16/12 10/22/12 3 \$2,000.00 0.00 -TWTF--3 \$2,000.00 0.00 Week: 10/23/12 10/29/12 8 News Now Noon M-F CM :30 4 \$2.000.00LV1 0.00 NM \$8,000.00 MTWTE--E 11 10/16/12 10/22/12 12-1230p 8 News Now Noon M-F **8 NEWS NOW AT NOON** Spots/Week Rating Start Date End Date <u>Weekdays</u> Rate MTWTF--0.00 \$2,000.00 Week: 10/16/12 10/22/12 :30 4 \$2,000.00LV1 0.00 NM \$8,000.00 E 12 10/23/12 10/26/12 8 News Now Noon M-F CM 12-1230p -TWTF--8 News Now Noon M-F **8 NEWS NOW AT NOON End Date** Spots/Week Rate Rating Start Date Weekdays 0.00 10/28/12 -TWTF--4 \$2,000.00 Week: 10/22/12 \$10,000.00 :30 2 \$2,500.00LV1 0.00 NM MTWTF--10/16/12 10/27/12 CM 3-4p Rating **Weekdays** Spots/Week Rate Start Date End Date MTWTF--0.00 2 \$2,500.00 Week: 10/16/12 10/22/12 10/29/12 -TWTF--\$2,500.00 0.00 Week: 10/23/12 MTWTF--:30 5 \$2,500.00LV1 0.00 NM \$12,500.00 CM 8 10/16/12 10/22/12 8 News Now 4p M-F 4-5p 8 News Now 4p M-F 8 NEWS NOW AT 4PM & 430PM **Start Date End Date** Weekdays 1 4 1 Spots/Week Rate Rating MTWTF--5 \$2,500.00 0.00 Week: 10/16/12 10/22/12 \$10,000.00 10/23/12 10/27/12 8 News Now 4p M-F CM 4-5p -TWTF--:30 4 \$2,500.00LV1 0.00 NM E 18 8 News Now 4p M-F 8 NEWS NOW AT 4PM & 430PM Spots/Week Start Date **Weekdays** Rate Rating **End Date** -TWTF--Week: 10/23/12 10/29/12 \$2,500.00 0.00 :30 4 \$3,000.00LV1 0.00 NM \$24,000.00 10/16/12 10/26/12 8 News Now 5-630p M-FCM 5-630p MTWTF--E 21 8 8 News Now 5-630p M-F **8 NEWS NOW ROTATION** Weekdays Spots/Week Rate Rating Start Date End Date MTWTF--4 \$3,000.00 0.00 Week: 10/16/12 10/22/12 10/29/12 -TWTF--\$3,000.00 0.00 Week: 10/23/12 ----5-1 \$3,000.00LV1 0.00 NM 2 \$6,000.00 :30 E 22 8 10/20/12 10/27/12 Politics Now S Sebelius CM Various (5:30 PM-6:00 PM) Politics Now S Sebelius **POLITICS NOW** Start Date **End Date Weekdays** Spots/Week <u>Rate</u> Rating ----S-\$3,000.00 0.00 1 Week: 10/15/12 10/21/12

\$3,000.00

0.00

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Order / Rev:

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Advertiser:

Patriot Majority

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08879973 10/16/12 - 10/27/12

Product Desc:

Issue

Estimate:

2029

KLAS

Ln Cl	h Start	End	Inventory Code	Break	Start/End	Time Days	Len Spo			Spots	Amount
E 25	8 10/16/1	2 10/16/12	•	CM	9-10p	-T	:30	2 \$20,000.00 LV1	0.00 NM	2	\$40,000.00
NC	IS: LOS ANG	ELES	NCIS: LA								
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week	c: 10/15/12	10/21/12	-T	2	\$20,000.00	0.00					
E 30	8 10/20/1	2 10/27/12	8 News Now 11p	Sa/SuCM	11-1135P	55	:30	1 \$2,500.00LV1	0.00 NM	2	\$5,000.00
		- 4451 · 1471	8 News Now Sa/S	Su 11p							
8 N	IEWS NOW			Spots/Week	Pata	Rating					
Maak	Start Date	End Date 10/21/12	<u>Weekdays</u> SS		<u>Rate</u> \$2,500.00	0.00					
	c: 10/13/12	10/28/12	S-		\$2,500.00	0.00					
E 33	8 10/23/1	2 10/27/12	Craig Ferguson	CM	1237a-137a	MTWTF	:30	1 \$1,200.00LV1	0.00 NM	1	\$1,200.00
			Craig Ferguson		(12:37 XM-1	:37 XM)					
LAT	TE LATE SHO										
1441	Start Date	End Date	<u>Weekdays</u> -TWTF	Spots/Week	Rate	Rating					
	c: 10/23/12	10/29/12	Mon 9-10p	<u>1</u>		0.00 M	:30	2 \$20,000.00LV1	0.00 NM	2	\$40,000.00
N 34	8 10/22/1	2 10/22/12	Hawaii Five-O	CM	9-10p	M	30	2 \$20,000.00LV I	U.UU INIVI		\$40,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week	c: 10/22/12	10/28/12	M		\$20,000.00	0.00					
N 35	8 10/20/1	2 10/20/12	Sat Prime Specia	CM	8-10p	5-	:30	1 \$8,400.00LV1	0.00 NM	1	\$8,400.00
			KLAS Movie: Esc	ape From NY						:	
	Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	<u>Rating</u>					
Week	c: 10/15/12	10/21/12	S-	1	\$8,400.00	0.00					
N 36	8 10/21/1	2 10/21/12	•		NFL Footba	ıll RegS	30	1 \$41,450.00LV1	0.00 NM	1	\$41,450.00
			NFL Football Reg								
Mode	Start Date c: 10/15/12	End Date 10/21/12	<u>Weekdays</u> S	Spots/Week	<u>Rate</u> \$41,450.00	Rating 0.00					
			Sat Prime Specia		8-10p	S-	- :30	2 \$8,300.00LV1	0.00 NM	2	\$16,600.00
14.57	0 10/20/1	2 10/20/12	KLAS Movie: Esc				.50	2 40,500.00141	0.00 14111	_	0 10,000.00
	Start Date	End Date	Weekdays	Spots/Week		Rating					
Week	c: 10/15/12	10/21/12	S-		\$8,300.00	0.00					
N 38	8 10/16/1	2 10/19/12	8 News Now 4-5a	CM	4-5a	-TWTF	- :30	1 \$100.00LV1	0.00 NM	1	\$100.00
			8 News Now 4-5a	ì							
	Start Date	End Date	<u>Weekdays</u>	Spots/Week		<u>Rating</u>					
	k: 10/15/12	10/21/12	-TWTF	. 1	•	0.00	184	Lameth Data	Dia Tuna		
Spot 4	Ch Date Ra		Description News Now 4-5a	<u>Star</u> 4-5a	t/End Time	•	<u>Weekdays</u> -TwThF		Rtg Type 0.00 NM		
1	See MG 38	-	IVEWS IVOW 4-3a	4-56			- 1 11 11 11	.50 (4700:00)	0.00 /4///		
2			News Now 4-5a	4-5a	1		Th	:30 \$100.00	0.00 NM		
	MG for 38.1		110110 11011 -1-04	-1-00	•		•••		2.00		
										<u> </u>	